

A STATEMENT OF POLICY
for the Guidance of
the Columbia University Radio Program
and the
Columbia University Radio Station

I. The Establishment of a University Committee on Radio

On July 1, 1945, the Trustees of the University, on recommendation of the various deans and directors, named representatives from the following colleges, schools, and offices to serve on a University Committee on Radio for a term of three years:

Columbia College
Barnard College
Teachers College
School of Engineering
School of Journalism
University Extension
Summer Session
Comptroller's Office
Institute of Arts and Sciences

Subsequently, there were added representatives from:

The University Press
Department of Music

This followed the establishment of an ad hoc committee by the President of the University, earlier in the year, charged with the following functions:

- 1) to survey the present resources of the University in radio
- 2) to examine current and future needs of the University in radio
- 3) to outline the opportunities and responsibilities of the University in radio
- 4) to formulate, in perhaps tentative terms, certain basic questions of policy
- 5) to make specific recommendations for immediate action.

A preliminary report was presented which approved, among others, the decision of the University to file an application for an FM broadcasting license with the FCC. Assuming that this application will be granted and that, within a year, the University will be operating such a station, the University Committee on Radio now seeks to formulate, "in perhaps tentative terms" and in line with the President's request, certain basic principles of policy for the guidance of the University Radio Program and, more particularly, the University Radio Station.

II. The University and Radio

In addition to its specific functions as an educational institution, namely, the advancement and dissemination of knowledge, a University in a free society has another role. This is the general duty -- indeed, even, responsibility -- of aiding in informing public opinion so that proper and wise decisions may be made by the people in the direction of their own affairs and in the shaping of public policy.

First and foremost, therefore, the University's Radio Station is to be regarded as a public-service agency serving the American people and more specifically the region in which it will operate. Its activities will be consonant with the best traditions of a free society and will follow the paths of educational and cultural endeavor which the University itself has blazed over a long period.

The University Radio Station, therefore, will be free of partisanship or special pleading in the sense that the University's classrooms, lecture platforms, scientific laboratories and learned journals are free. The University is a fellowship of responsible and mature scholars and educators who seek only the ascertainment of the nature of truth and its dissemination for the public welfare. The University Radio Station, as a part of the University, will be conducted in the same spirit.

Second, the University Radio station will be another link in that impressive sequence of developing and establishing facilities for adult education with which the University has so long been identified -- in fact, in which it has pioneered. To Summer Session, University Extension, the Institute of Arts and Sciences we now add University Radio.

Third, the University Radio Station will be used as a new and sensitive device for the purpose of maintaining and expanding its contacts with its own community -- its faculties, students, and alumni.

Fourth, the University Radio Station will be used as an experimental laboratory in testing and evaluating technical inventions, new educational and program procedures, the training of personnel, the processes by which public opinion has been formed -- all growing out of the use of radio. In this connection, however, it should be clearly understood that "experimental" does not mean "amateurish." All programs that are broadcast will be perfected before they go on the air.

Fifth, the University Radio Station's time will be made available to other educational and cultural institutions in the region at the discretion of the Committee. In line with FCC regulations, it is understood, however, that the University will at all times exercise full control over all programs.

To achieve these ends, the University Radio Station will call upon and utilize all the human resources of the University -- its faculties, students, and alumni -- and its rich intellectual, educational, and cultural facilities.

III. The Functions of the University Committee on Radio

To see that these functions are maturely, competently, and steadfastly carried out will be the role of the University Committee on Radio.

The University Committee on Radio will act as the direct liaison agency between the Director of Radio in the University and the various parts of the University community. Debatable questions of program and program priorities,

departmental claims, the assignment of studio space for instructional purposes, the presence of students and alumni on programs will be referred to the Committee for review and final decision in terms of established policies.

To carry out its functions, the University Committee on Radio -- as well as the University Radio Station and the technical and editorial staffs -- will work constantly in close cooperation with the University's Public Information Office.

The processes of formulating policy assume a continuous review of the specific measures adopted for its realization. This, as well as a regular evaluation of results, will also be a function of the Committee.

The University Committee on Radio will not give academic courses or instruction in radio. It is anticipated, however, that courses will be developed as the different needs of the separate schools and departments make themselves felt. Here the Committee, the Station, and the Staff can be of service; for, purely in an advisory or teaching capacity, they can make their experiences and technical skills available to such as may require them. In the same way, the studios and technical equipment of the Station -- wherever feasible -- will be used for instruction.

The University Committee and the Station are designed to serve the University in its general and special concerns. By the same token, they represent the whole University and cannot speak only for a special group or interest. This whole activity is neither the creation nor the exclusive possession of any single school or department -- it is University Radio.

The Committee will examine and approve the annual budget of the Director of Radio in the University. It will also examine and approve his annual report to the University Trustees.

IV. The Operation and Direction of the University Radio Station.

The University Radio Station will be in charge of a Director who will be thoroughly conversant with the public, educational, and technical uses of radio. He will be a person who understands and is devoted to the whole conception of a University: that it is a social corporation dedicated to the public welfare and the ascertainment of the good, the true, and the beautiful.

To this extent, the University Radio Station must remain impartial in specific political, economic, social and cultural discussions. It must be free of any tendenciousness, whether in politics, art, or science. At the same time it will be recognized that the University, as a public institution chartered by public authority and devoted largely to the education of youth for service and citizenship in a democracy, will give special attention to the presentation and inculcation of American ideas and ideals. The authority, therefore, must be reserved to refuse to permit the use of the University Radio by any person or organization soliciting time when, in the opinion of the Committee, such an offering would not be of sufficient public and educational interest to justify its presentation.

The same impartiality will guide the actions of the various staffs of the University Radio Station.

The Director will be generally responsible for the conduct of the University Radio Station and the preparation of its programs. In his selection of speakers and programs he will be guided by canons of good taste and will exercise the mature and intelligent judgments of a person associated with a University activity. His responsibility should not and cannot go beyond this point. The speakers themselves, and the university faculties, departments and offices sponsoring them, must assume responsibility for their own statements and the programs they prepare.

To realize the general ends and specific purposes for which the University

Radio Station is being established, the Director will assemble a staff of competent technicians, producers, script writers and broadcasters.

He will keep constantly in touch with the whole resources, educationally and culturally, of the New York metropolitan region and he will seek to tie them in -- whenever and wherever they are significant -- with the University Radio program.

He will see that the University's offerings on the air are specifically adapted to radio, for this is a distinct technique and agency of communication. Obviously, however, educational radio requires that high standards in subject matter be preserved; these are not to be sacrificed for showmanship.

V. Program-Making

The University Radio Station's programs must be considered in the light of policies and services already long established by the University. One of the University's functions has always been the dissemination of knowledge; by establishing a radio station we simply utilize a new technique of communication for the accomplishment of a long-established objective.

Our intention is not to compete in manner or form with the commercial stations of the region; this would be needless and, in fact, impossible. The success of the University Radio Station will be judged, therefore, not so much by the standards of audience-size -- which are so important in commercial radio -- as by the manner in which its programs help to realize the educational and cultural aims of the University. The University will employ its own unique resources in order to supplement the traditional and customary programs of the commercial stations of the region. It will pursue this course boldly and imaginatively, experimenting constantly in this field as it has in the other fields of adult education.

In line with this general policy, the University Radio Station will seek to

develop, cultivate, and hold its own listening public. It will therefore devise programs of a generally varied nature, many of which will be presented at regular hours in the daily schedules. Broadly speaking, these programs will include music and news broadcasts, dramatic performances and readings, debate forums, panel discussions, and lectures -- all prepared directly for radio presentation.

The University's resources are many and rich. Among other things the University Radio Station will be putting on the air are the following:

1. University ceremonies and University sponsored activities
2. University athletic events
3. University lectures and forums
4. Programs in adult education
5. Descriptions of university projects being carried out by the faculties
6. Programs emanating from the student radio station, CURC
7. Descriptions of new courses, new books, and new reading outlines being prepared by the University's faculty members. This will help the alumni and other interested persons to keep in touch with the educational and cultural activities of the University
8. Announcements of University agencies, such as University Extension, University Summer Session, the Institute of Arts and Sciences, Columbia University Press, the Bureau of Publications of Teachers College, etc.
9. Various student activities. The literary, musical, dramatic, scientific, social and athletic interests of the students on the campus will be represented in the programs of the University Radio Station.

VI. The Radio Budget

The University Radio Committee will set up a capital budget and an operating budget.

The capital budget will include provisions for the following: the construction or acquisition of a broadcasting station; properly-equipped offices and studios for the administration, rehearsing and presentation of programs; the wiring for radio broadcasting of the auditoriums of the campus; the setting-up of tie-in lines so that the programs of the University Radio Station and the commercial stations of the region may be exchanged; and necessary equipment to carry out maintenance and development.

The operating budget will make provision for the following:

1. The compensation of a technical staff
2. The compensation of Station personnel -- the Director, program producers, script writers, broadcasters, announcers, clerical help, production staff, etc.
3. The compensation of persons training and directing musical and dramatic programs
4. The compensation of members of the University faculties when and if they prepare and participate in programs specifically designed for radio presentation
5. The expenses incidental to the operation and maintenance of station, offices, studios and equipment
6. The expenses incidental to promotion, publicity, and audience-research
7. Normal business expenses.

Such budgets will be drawn up annually by the Director, presented to and approved by the University Committee on Radio, and submitted to the President of the University.

VII. Sponsorship of Programs

All the programs of the University Radio Station will be under the sponsor-

ship of the University, acting through the various agencies of the University Community.

No programs will be commercially sponsored. This does not mean, however, that the University Radio Station will be precluded from earning revenues; but such revenues will be derived from the sale of educational services.

No persons associated with the University Radio Station will receive any compensation or any gratuities from outside agencies or persons whether for the preparation, direction, or presentation of any programs of the University Radio Station.

Columbia University

New York, N.Y.

January 15, 1946

THE UNIVERSITY COMMITTEE ON RADIO

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